

99 Wuxian's Employee Loyalty Platform iBenefit off to a flying start as Marketing and Business Partner growth continues apace

Highlights:

- **iBenefit announces Qunar, China's leading mobile and online travel platform as its foundation customer**
- **99 E-card platform continues to deliver results with ICBC marketing campaign**
- **Insurance offering expands with Tian An Insurance added as a new business partner**

Hong Kong, 6 July 2015: 99 Wuxian, (ASX: NNW) ("99 Wuxian" or "the Company") the market-leading Chinese mobile commerce company, is pleased to provide a business update for the month of June 2015.

iBenefit:

Following its successful pre-launch last month, iBenefit announces its entry into China's \$A129 billion¹ employee benefits market with Qunar, China's leading mobile and online travel platform, as its foundation customer.

Qunar has more than 460 million active users on its mobile app, as well as more than 44 million monthly unique website visitors².

iBenefit is a Software-as-a-Service (SaaS) platform which enables companies to manage their employee benefit, incentive and loyalty programs. iBenefit tracks an employee's "loyalty value", presenting it in a visual display on their mobile phone and has been designed to incentivise employee performance and improve employee retention which are major concerns for employers in China with over 40 per cent of Chinese employees changing jobs as often as every one to two years.

Qunar has traditionally provided its employees with physical goods as a component of its employee birthday benefit plan. As part of its long-term agreement with Qunar, 99 Wuxian will provide staff retention and loyalty management solutions including consultancy, delivery and customer service, as well as access to the wide range of products on the 99 Wuxian platform.

Through iBenefit, Qunar employees will enjoy access to a wide range of creative and highly personalised employee benefits in line with the company's principles of 'courtesy' and 'sincerity'.

The agreement with Qunar is the first of its kind in China's burgeoning travel industry, combining cloud technology with 99 Wuxian's expertise in delivering industry-leading enterprise management and corporate care solutions.

¹ Management estimate of 2017 employee benefit market size

² iResearch, 2015 China Banking E-commerce Industry Report

Marketing Campaign—ICBC Mobile Banking:

As part of the next phase of its growth strategy, 99 Wuxian continues to explore opportunities to grow its existing business with its current business partners.

Beginning in June, 99 Wuxian successfully launched its E-Card platform on ICBC's mobile banking app while also conducting a marketing campaign in conjunction with one of China's largest online retailers, JD.com.

The marketing campaign was widely promoted by ICBC across the bank's website, mobile banking home page, Weibo and WeChat account. JD.com also promoted the campaign to its 105.2 million active users through its official website.

99 Wuxian's E-Card platform was designed to streamline the use of a range of e-shopping cards (both self-use and gift cards), with its unique rewards point service encouraging repeat purchasing behaviour.

99 Wuxian will launch further marketing activities with a range of other merchants to promote its E-Card platform in the future.

New Business Partner—Tian An Insurance:

Tian An Insurance is a leading Chinese domestic property insurance company, with more than 10,000 employees and RMB 9.9 billion in registered capital.

99 Wuxian has signed an agreement with Tian An Insurance to provide a one-stop customer loyalty solution through 99 Wuxian's ICS (Incentive Cloud Service) platform.

The partnership with Tian An Insurance is focussed on enhancing the Tian An Insurance's rewards point redemption system, providing resource integration and real-time delivery of virtual and physical goods.

99 Wuxian is confident this partnership will further strengthen 99 Wuxian's strategic position of providing cost effective value-added services to the Chinese insurance market.

For further information, please contact:

99 Wuxian Limited

Mr Ross Benson

+61 418 254 548

Fowlstone Communications

Mr Geoff Fowlstone

+61 413 746 949

About 99 Wuxian Limited

99 Wuxian aggregates over 300 million high quality consumers and 155 leading merchants through a marketplace embedded within the mobile apps of China's leading banks, telecommunications and insurance companies. 99 Wuxian enables increased customer satisfaction, loyalty and retention for its business partners by offering consumers the lifestyle convenience of purchasing virtual and physical goods on a mobile device.